

January 12, 2004

**REQUEST FOR PROPOSALS (RFP)
TO PROVIDE DIRECT MAIL SERVICES
FOR
THE BAY AREA AIR QUALITY MANAGEMENT DISTRICT
VEHICLE BUY BACK PROGRAM**

SECTION I

■ **Summary**

This Request for Proposals (RFP) solicits proposals from companies that would, under contract with the Bay Area Air Quality Management District (Air District), provide direct mail service to attract voluntary sellers to the Air District's Vehicle Buy Back Program. The Air District's Vehicle Buy Back Program seeks to encourage the voluntary scrapping of 1981 and older motor vehicles because of their high emission rates of pollutants that lead to the formation of smog.

To respond to this RFP, an interested company shall submit two (2) copies of its proposal to:

**Jean Nicolas
Bay Area Air Quality Management District
939 Ellis Street
San Francisco, CA 94109**

The proposals must provide all information requested in this RFP. A proposal may add information not requested in this RFP, but such information should be included in addition to, not instead of, the requested information. Minority business enterprises and women's business enterprises are encouraged to submit proposals. **Any questions regarding the RFP should be directed to Vanessa Mongeon at (415) 749-4982.**

Proposals must be received at the Air District offices, 939 Ellis Street, San Francisco, CA 94109, by 4:00 PM on Tuesday, February 10, 2004. For hand-delivered proposals, go to the lobby of the Air District offices and ask the security guard to call Jean Nicolas. Late proposals will not be considered.

SECTION II

■ Background

The Air District is a regional governmental agency that regulates air pollution in the San Francisco Bay Area. The Air District includes Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, southwestern Solano, and southern Sonoma counties.

Research shows that motor vehicles are responsible for a large share of urban air pollution. Consequently, many smog control efforts concentrate on motor vehicles. One approach involves encouraging the voluntary “retirement” of older motor vehicles, by offering financial incentives for their owners to scrap them voluntarily. These older motor vehicles lack modern emission controls and produce more air pollution than newer motor vehicles. The Air District’s Vehicle Buy Back Program purchases and scraps older vehicles, voluntarily retired by their owners, to reduce air pollution.

With this RFP, the District seeks a contractor to provide direct mail service to attract voluntary sellers of eligible 1981 and older vehicles.

This RFP sets minimum standards for a proposal. The Air District staff will evaluate the proposals. One company will be selected. The Air District will then execute a contract with the selected company.

SECTION III

■ Instructions to Bidders

A. General

1. All proposals must be made in accordance with the conditions of this RFP. Failure to address any of the requirements is ground for rejection of a proposal.
2. All information should be as complete, specific, and concise as possible.
3. Proposals should include any additional information that the respondent deems pertinent to the understanding and evaluation of the bid.
4. The Air District may modify the RFP or issue supplementary information or guidelines during the proposal preparation period prior to February 10, 2004.
5. Proposals shall constitute firm offers. Once submitted, proposals cannot be altered without the written consent of the Air District, but proposals may be withdrawn.
6. The Air District expects to select one contractor in February or March 2004. The term of the contract will be one year or until the funds are expended.
7. The Air District reserves the right to reject any and all proposals.
8. Using the Bid Summary Tables below, proposals must establish the cost for data management, letter and envelope production, and standard mail bulk rate postage and delivery for up to 275,000 pieces of mail. Bid summary shall include price per piece as well as price for the entire 275,000 pieces.

Bid Summary Table for 275,000 Pieces of Mail	
Data Management Cost	
Letter and Envelope Production Cost	
Standard Mail Bulk Rate Postage and Delivery Cost	
Total Cost	

Bid Summary Table per piece of Mail	
Data Management Cost	
Letter and Envelope Production Cost	
Standard Mail Bulk Rate Postage and Delivery Cost	
Total Cost per piece	

B. Submittal of Proposals

1. Two (2) copies of the proposal must arrive at the address specified in Section I by 4:00 PM on February 10, 2004.
2. Proposals received after the time and date specified above will not be considered.

C. Interviews

1. The Air District, at its option, may interview bidders. The purpose of the interviews will be the clarification of the proposals.
2. Submittal of new material at the interview will not be permitted.

SECTION IV**■ Scope of Work**

The contractor selected under this RFP will conduct a direct mail campaign in compliance with the following requirements and procedures:

A. Data Management:

1. Contractor will convert a flat file database provided on compact disc (CD-ROM) to the Microsoft Access database format. The database file on the CD-ROM consists of approximately 20 columns and 275,000 rows.
2. Contractor will suppress or otherwise modify database to eliminate mailings to vehicle owners with 1965 and older model year vehicles and up to 1,500 individuals that have requested that their contact information be removed from the mailing list. The Air District will provide contractor with an electronic copy of the names and addresses of these individuals. The Air District will provide to the selected contractor, on a monthly basis, additions to this list.

3. Contractor will provide the Air District with one (1) compact disc (CD-ROM) copy of the Microsoft Access database once items A.1 and A.2 have been completed initially. Each month thereafter, the contractor will suppress from the database on a monthly basis, the names provided by the Air District. Once the names for each month have been suppressed the contractor will provide the Air District with one (1) compact disc which reflects the new database with the most recent suppressed names.

B. Mailings:

1. The Air District will provide contractor with twenty-four (24) mail drop dates at approximately two-week intervals to coincide with the vehicle owner's receipt of registration renewal notices from the California Department of Motor Vehicles. The Air District will provide contractor, using the database submitted by the contractor in Section IV.A.3, the date range of names and addresses of vehicle owners in the Bay Area to receive letters on the specific mail drop dates.
2. The contractor will print the Air District's letterhead, which consists of the Air District logo and contact information, on 20-pound, 8.5" x 11", white recycled paper. The recycled paper shall contain at least 30% post-consumer material. The text of the letter will be black and printed on one side. The Air District's logo will be black and one color (blue in two shades). The Air District will provide logo artwork in electronic format (jpeg). A sample sheet of letterhead is enclosed; please note that it is not printed on recycled paper.
3. The contractor will print the Air District's return address and logo on #10 standard left window envelope, 24-pound, white recycled stock. The Air District's logo will be black and one color (blue in two shades). The recycled envelope paper shall contain at least 30% post-consumer material. The Air District will provide logo artwork in electronic format (jpeg).
4. Contractor will merge text of one page letter with names and addresses of vehicle owners provided by the Air District. The Air District will provide the text of the letter.
5. Contractor will fold letters to fit window envelopes and insert a one-page letter into each envelope.
6. Contractor will seal each envelope, provide postage (first-class, pre-sorted, bulk rate), and deliver to the United States Post Office for mailing.

SECTION V

■ Proposal Format and Contents

- A. **Format:** A proposal need not conform to any particular format, but it must be neat and legible.
- B. **Content:** The proposal must contain information demonstrating the ability to perform all of the work described in Section IV of this RFP. At a minimum, the proposal must contain:
 1. A description of the company, including experience and a brief organizational history.

2. A letter of support or memorandum of understanding from all entities involved, if the proposal involves more than one company or entity.
3. A list of primary personnel, for each company, to be assigned to the work discussed in this RFP, with a description of each person's duties, experience, and training.
4. A statement regarding the cost for data management, letter and envelope production, and standard mail bulk rate postage and delivery.
5. A sample printed letter on 20-pound, 8.5" x 11", white recycled paper.
6. A sample printed envelope, #10 standard left window, 24-pound white recycled paper.

SECTION VI

■ Proposal Evaluation

- A. Evaluation Criteria:** Each proposal will be evaluated by the Air District based on the following:
1. *Price* - Price for data management, letter and envelope production, and standard mail bulk rate postage and delivery will be the major factor in the evaluation of the proposal.
 2. *Demonstration of Ability to Perform Work* - Proposals will be evaluated on the ability of the contractor to perform all of the work described in Section IV of this RFP and the quality of the printed sample letter and envelope specified in Sections V.B.5 and 6. To provide the necessary oversight by the Air District staff and to ensure quick delivery of the mail, preference will be given to businesses located in the San Francisco Bay Area.
- B. Evaluation Panel:** A panel of Air District staff will evaluate all proposals. The panel will recommend the selection of a contractor to the Executive Officer/Air Pollution Control Officer who will, in turn, make a recommendation to the Air District Board of Directors. The Board of Directors must approve the selection of the contractor, and must approve the contract to carry out the work described in this RFP.

SECTION VII

■ Sample Contract

A sample Air District contract is available upon request.